Students in this unit should read this unit outline carefully at the start of semester. It contains important information about the unit. If anything in it is unclear, please consult one of the teaching staff in the unit.

ABOUT THIS UNIT

Unlike commercial marketing which seeks to simplify changes in purchasing patterns, social marketing seeks to change strongly ingrained behaviour or firmly held beliefs in a manner that benefits individuals and society at large. Social marketing is a process that applies marketing principles and techniques to create, communicate and deliver value in order to influence target audience behaviours that benefit society (public health, safety, the environment and communities) as well as the target audience.

Examples of social marketing include campaigns to prevent or reduce

- alcohol consumption
- smoking
- drug abuse
- domestic violence
- unsafe driving
- waste through recycling

The subject will use a case study approach drawing on current and historic Australian and international campaigns.
This unit contributes as a subject within the marketing elective for Bachelor of Commerce and Bachelor of Arts degrees.

This is also an elective unit open for any student across the university.

It is a people designated unit.

Whilst previous studies in marketing are not essential, any previous marketing knowledge would be an advantage (e.g. MKTG101 Fundamentals of Marketing, and/or MKTG203 Consumer Behaviour, and/or MKTG208 Marketing Management).

**TEACHING STAFF**

- Lecturer: Bob Miller  
  (robert.miller@mq.edu.au; 0417208036)
- Tutor: LayPeng Tan  
  (laypeng.tan@mq.edu.au)
- Tutor: Sonal Singh  
  (sonal.singh@mq.edu.au)
- Tutor: Lauren Gellatly  
  (lauren.gellatly@mq.edu.au)
- Tutor: Jan Zwar  
  (jan.zwar@mq.edu.au)
- Tutor: Anita Zednik  
  (anita.zednik@mq.edu.au)
- Tutor: Jen Hsieh  
  (jennifer.hsieh@mq.com)
- Tutor: Monica Barbuio  
  (monica.barbuio@mq.edu.au)

**CONSULTATION TIMES**

- Consultation time with tutors: during or prior to tutorials
- You are encouraged to seek help from a staff member teaching on this unit during their regular consultation hours. In special circumstances, an appointment may be made outside regular consultation hours. Staff will not conduct any consultations by email. You may, however, phone staff during their consultation hours.
- Students experiencing significant difficulties with any topic in the unit must seek assistance immediately.

**PRIZES**

- None
**CLASSES**

Lectures and Tutorials:  [http://www.timetables.mq.edu.au/](http://www.timetables.mq.edu.au/)

Students are required to attend a 2 hour tutorial, fortnightly, for 6 weeks.

See Tutorial Schedule below:

<table>
<thead>
<tr>
<th>WEEK</th>
<th>Monday Stream A</th>
<th>Monday Stream B</th>
<th>Tuesday Stream A</th>
<th>Tuesday Stream B</th>
<th>Wednesday Stream A</th>
<th>Wednesday Stream B</th>
<th>Friday Stream A</th>
<th>Friday Stream B</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 &amp; 7</td>
<td>5 Sept</td>
<td>12 Sept</td>
<td>6 Sept</td>
<td>13 Sept</td>
<td>7 Sept</td>
<td>14 Sept</td>
<td>9 Sept</td>
<td>16 Sept</td>
</tr>
<tr>
<td>12 &amp; 13</td>
<td>31 Oct</td>
<td>7 Nov</td>
<td>1 Nov</td>
<td>8 Nov</td>
<td>2 Nov</td>
<td>9 Nov</td>
<td>4 Nov</td>
<td>11 Nov</td>
</tr>
</tbody>
</table>

**Students please note that you need to be allocated to either STREAM A or STREAM B by the Lecturer in Charge.**

**You will be asked to nominate the stream of your choice in Lecture 1.**

**It is imperative that you attend the first lecture for this reason.**

**Any people who do not attend the lecture in week 1 will be allocated by the Lecturer in Charge.**

**The implication is that you may not be able to work in a group with people of your choice.**
Once the tutorial groups are formed, students cannot change their classes.

Attendance will be recorded in each tutorial.

Warning: You must attend at least 5 of the 6 tutorials – failure to do so will lead to major deduction from your group-work contribution.

Medical certificates must be provided if you are not able to attend a class without incurring a penalty.

Students are expected to arrive on time, and not to leave until the class ends.

If you have a recurring problem that makes you late, or forces you to leave early, have the courtesy to discuss this with your lecturer/tutor.

Students must be quiet during classes, unless of course when class participation is required.

Mobile phones must be turned OFF and not simply set to ‘silent’.

All laptops must be turned OFF in class.

Students who disturb or disrupt in lectures and tutorial class will be asked to leave.

All students have to complete two peer assessments, one for the case study presentation and the other on the pitch project.

The lecturer has the final say in the adjustment of group-work marks taking into account peer assessment ratings.

Technology Used and Required

Students are required to learn how to use power point, word processing and Blackboard.

Unit Web Page

The web page for this unit can be found at: Blackboard http://learn.mq.edu.au
**REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS**


**Additional/Recommended Reading:**

**Articles Related to Social Marketing**
In addition there may be a number of journal articles added to BLACKBOARD during the semester. Material from any (or all) of these may be used for examination purposes.

Specific Websites for Social Marketing

http://media.socialchange.net.au/planning_comms/guides.html
'A Short Course in Social Marketing', on the Novartis Foundation web site

http://foundation.novartis.com/social_marketing.htm

http://media.socialchange.net.au/strategy/


UK Centre for Social Marketing at the University of Strathclyde in the UK is worth a look. In particular check out their "Social Marketing - A Synopsis", at http://www.marketing.strath.ac.uk/csm/about/synopsis.htm

Other Recommended Reading
In addition to the required text and suggested readings above, you should familiarise yourself with the relevant academic journals, including:

- Journal of Marketing
- Journal of Consumer Research
- Journal of Nonprofit & Public Sector Marketing
- International Journal of Nonprofit and Voluntary Sector Marketing
- Journal of Public Policy & Marketing

Recommended Research Databases
You should also access key research databases available for access through the library. Databases recommended for your study in marketing management include:

- Ebscohost: Academic Search Elite, Business Source Premier
- Wiley Interscience
- Global Market Information Database
- Google Scholar (only when logged in via the Macquarie University website)
- Ulrich International Periodicals (for peer-reviewed journal checking)
**TEACHING AND LEARNING STRATEGY**

This unit employs a combination of lectures and tutorials. You are expected to attend all lectures and all the tutorials and to contribute to the discussions that are encouraged in tutorials. To make the best contribution, and to receive the greatest benefit from this unit, you are expected to be alert outside lectures and tutorials for every-day applications of the social marketing principles discussed in lectures and tutorials.

Please refer to the schedule of learning activities. This schedule outlines the key content to be discussed in each week’s lectures and tutorials. It additionally outlines the required weekly reading schedule for the Unit.

**LEARNING OUTCOMES**

This unit introduces students to the theory and application of social marketing. Students will learn to analyse real world problems and develop innovative and creative solutions using social marketing frameworks. Students will examine the design of marketing strategy that will move the target audience from indifference to action and ultimately maintenance.

The main aim of the unit is to gain an understanding of how to plan and analyse social marketing strategies.

**Learning Objectives:**

1. Differentiate between commercial and social marketing, seeking out new ideas and opportunities.
2. Outline the scope of social marketing.
3. Become familiar with the range of issues where social marketing has an impact.
4. Appreciate the characteristics and needs of others in society.
5. Critically analyse, discuss, and evaluate social marketing strategies.
6. Apply marketing techniques and theories to develop creative solutions to social problems acknowledging the implications of managerial decisions on society.
7. Understand prospective challenges to social issues including environmental sustainability.
8. Demonstrate use of written and oral skills to integrate key social marketing theoretical concepts and to create a coherent and theoretically rigorous argument relating to sustainability concepts.
9. Demonstrate awareness of social responsibility.
10. Use secondary research skills to collect, collate and integrate case examples with theory.
We want our graduates to be capable of achieving the following:

a) To be able to reason, question and analyse information
b) To be able to integrate and synthesise learning and knowledge from a range of sources and environments
c) To be able to critique constraints, assumptions, and limitations
d) To be able to think independently and systematically in relation to scholarly activity in the workplace and in the world in general

In addition to the discipline based learning objectives above, Macquarie University also seek to develop the following 8 generic capabilities in our graduates in order to address the challenges, and to be effective, engaged participants in their world.

This unit contributes to this learning by helping student develop generic skills number 2, 3 and 4 below (in **bold** and *italicised*):

1. Critical, Analytical and Integrative Thinking
2. *Problem Solving and Research Capability*
3. *Creative and Innovative*
4. *Effective Communication*
5. Engaged and Ethical Local and Global citizens
6. Socially and Environmentally Active and Responsible
7. Capable of Professional and Personal Judgement and Initiative
8. Commitment to Continuous Learning
### Relationship between Assessment and Learning Outcomes

The assessment of the course has the following components:

<table>
<thead>
<tr>
<th>Description</th>
<th>Individual Assignment (20%)</th>
<th>Group Report &amp; Presentation (25%)</th>
<th>In-semester Test (15%)</th>
<th>Final exam (40%)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>A report on a social marketing campaign selected with assistance of your tutor. Report to be written in context of text book: “Ten steps to developing a social marketing campaign”.</strong></td>
<td>Each group will present a 3000 word case study in a tutorial. Marks for this project are made up of presentation (10%) and write-up (15%).</td>
<td>The quiz is 60 minutes held in Lecture #7. 40 multiple choice questions based on all material covered in weeks 1 to 5.</td>
<td></td>
<td>The duration of the exam is 3 hour plus 10 minutes held during the university’s exam period. 5 short essay questions from a choice of 8.</td>
<td></td>
</tr>
<tr>
<td><strong>A report on a social marketing campaign selected with assistance of your tutor. Report to be written in context of text book: “Ten steps to developing a social marketing campaign”.</strong></td>
<td>Each group will present a 3000 word case study in a tutorial. Marks for this project are made up of presentation (10%) and write-up (15%).</td>
<td>The quiz is 60 minutes held in Lecture #7. 40 multiple choice questions based on all material covered in weeks 1 to 5.</td>
<td></td>
<td>The duration of the exam is 3 hour plus 10 minutes held during the university’s exam period. 5 short essay questions from a choice of 8.</td>
<td></td>
</tr>
<tr>
<td><strong>Week #10 to TUTORS i.e. Stream A w/c 17 October Stream B w/c 24 October</strong></td>
<td>The presentations will be held in all tutorials from week 6. All reports plus printed power point presentation slides are due in session when presented, to be submitted to your tutor during tutorial.</td>
<td>Week #7 LECTURES. Please be seated 5 minutes before class.</td>
<td></td>
<td>Please check the exam timetable for location and time.</td>
<td></td>
</tr>
<tr>
<td><strong>Students are expected to demonstrate that they can employ the ten steps and 15 principles of success when analysing their selected social marketing campaigns.</strong></td>
<td>Students are expected to (1) answer the questions set for the case study; (2) make the presentation as interesting by as possible.</td>
<td>This is an early-warning test to see if you have been studying.</td>
<td></td>
<td>Each of your 5 answers is expected to be a minimum of 400 words. You are expected to demonstrate insight into the whole unit’s lessons in your answers...relate one lecture to another as proof of your understanding of this subject.</td>
<td></td>
</tr>
<tr>
<td><strong>In class to tutor</strong></td>
<td><strong>In class to tutor</strong></td>
<td><strong>In LECTURE #7</strong></td>
<td></td>
<td><strong>n/a</strong></td>
<td></td>
</tr>
</tbody>
</table>

Marking criteria/standards & expectations

- Students are expected to demonstrate that they can employ the ten steps and 15 principles of success when analysing their selected social marketing campaigns.
- Students are expected to (1) answer the questions set for the case study; (2) make the presentation as interesting by as possible.
- This is an early-warning test to see if you have been studying.
- Each of your 5 answers is expected to be a minimum of 400 words. You are expected to demonstrate insight into the whole unit’s lessons in your answers...relate one lecture to another as proof of your understanding of this subject.
<table>
<thead>
<tr>
<th></th>
<th>Individual Assignment (20%)</th>
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<th>In-semester Test (15%)</th>
<th>Final exam (40%)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feedback</td>
<td>Verbal and written feedback will be given in Lectures and Tutorials in week 11.</td>
<td>Written feedback will be given before the final examination.</td>
<td>Feedback will be given after the mid-session break in tutorials &amp; lecture.</td>
<td>n/a</td>
<td></td>
</tr>
<tr>
<td>Estimated student workload (hours)</td>
<td>7 hours</td>
<td>30 hours</td>
<td>30 hours</td>
<td>30 hours</td>
<td>97 hours</td>
</tr>
<tr>
<td>Learning outcomes assessed:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Identify and define key terms, concepts, frameworks, models and theories often discussed in social marketing literature.</td>
<td>5%</td>
<td>15%</td>
<td>20%</td>
<td>40%</td>
<td></td>
</tr>
<tr>
<td>2. Understand principles of negotiation for budgets and sponsorships and creativity in order to develop successful strategies for effective social marketing.</td>
<td>5%</td>
<td>5%</td>
<td>10%</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>3. Gain practical knowledge on how to structure an effective social marketing message.</td>
<td>5%</td>
<td>5%</td>
<td>10%</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>Graduate capabilities assessed:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Problem solving &amp; analysis capability</td>
<td>5%</td>
<td></td>
<td></td>
<td></td>
<td>5%</td>
</tr>
<tr>
<td>2. Creative &amp; persuasive of change in behaviour.</td>
<td>5%</td>
<td>5%</td>
<td></td>
<td></td>
<td>10%</td>
</tr>
<tr>
<td>3. Effective communications</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>5%</td>
</tr>
<tr>
<td>Total</td>
<td>15%</td>
<td>25%</td>
<td>15%</td>
<td>40%</td>
<td>100%</td>
</tr>
</tbody>
</table>
• Students may only sit for the In-semester test once. Failure to sit for this test will result in a zero grade. Students will only be given special consideration for non-attendance under exceptional circumstances, supported by documentary proof (e.g., medical certificates).

• Students who failed their In-semester test will be counselled as an early warning that they have to work harder.

• Late submissions of assignments (up to 24 hours) will be penalised at 50% of the grade.

Examinations

A final examination is included as an assessment task for this unit to provide assurance that:
  i) the product belongs to the student and
  ii) the student has attained the knowledge and skills tested in the exam.

A 3-hour final examination for this unit will be held during the University Examination period. The University Examination period in Second Half Year 2011 is from 14 November to 2 December. You are expected to present yourself for examination at the time and place designated in the University Examination Timetable. The timetable will be available in Draft form approximately eight weeks before the commencement of the examinations and in Final form approximately four weeks before the commencement of the examinations http://www.timetables.mq.edu.au/exam

Successful completion of the unit may be conditional on a satisfactory assessment in the final exam.

The only exception to not sitting an examination at the designated time is because of documented illness or unavoidable disruption. In these circumstances you may wish to consider applying for Special Consideration. Information about unavoidable disruption and the special consideration process is available at: http://www.mq.edu.au/policy/docs/special_consideration/procedure.html

If a Supplementary Examination is granted as a result of the Special Consideration process, the examination will be scheduled after the conclusion of the official examination period. The Macquarie university examination policy details the principles and conduct of examinations at the University. The policy is available at: http://www.mq.edu.au/policy/docs/examination/policy.htm
The nature of scholarly endeavour, dependent as it is on the work of others, binds all members of the University community to abide by the principles of academic honesty. Its fundamental principle is that all staff and students act with integrity in the creation, development, application and use of ideas and information. This means that:

- all academic work claimed as original is the work of the author making the claim
- all academic collaborations are acknowledged
- academic work is not falsified in any way
- when the ideas of others are used, these ideas are acknowledged appropriately.

Further information on the academic honesty can be found in the Macquarie University Academic Honesty Policy at:
http://www.mq.edu.au/policy/docs/academic_honesty/policy.html

Macquarie University uses the following grades in coursework units of study:

HD - High Distinction
D - Distinction
CR - Credit
P - Pass
F - Fail

Grade descriptors and other information concerning grading are contained in the Macquarie University Grading Policy which is available at:

If, at the conclusion of the unit, you have performed below expectations, and are considering lodging an appeal of grade and/or viewing your final exam script please refer to the following website which provides information about these processes and the cut off dates in the first instance. Please read the instructions provided concerning what constitutes a valid grounds for appeal before appealing your grade.

http://www.businessandeconomics.mq.edu.au/new_and_current_students/undergraduate/how_do_i/grade_appeals
SPECIAL CONSIDERATION

The University is committed to equity and fairness in all aspects of its learning and teaching. In stating this commitment, the University recognises that there may be circumstances where a student is prevented by unavoidable disruption from performing in accordance with their ability. A special consideration policy exists to support students who experience serious and unavoidable disruption such that they do not reach their usual demonstrated performance level. The policy is available at: http://www.mq.edu.au/policy/docs/special_consideration/procedure.html

STUDENT SUPPORT SERVICES

Macquarie University provides a range of Academic Student Support Services. Details of these services can be accessed at: http://www.student.mq.edu.au

IT CONDITIONS OF USE

Access to all student computing facilities within the Faculty of Business and Economics is restricted to authorised coursework for approved units. Student ID cards must be displayed in the locations provided at all times.

Students are expected to act responsibly when utilising University IT facilities. The following regulations apply to the use of computing facilities and online services:

- Accessing inappropriate web sites or downloading inappropriate material is not permitted. Material that is not related to coursework for approved unit is deemed inappropriate.
- Downloading copyright material without permission from the copyright owner is illegal, and strictly prohibited. Students detected undertaking such activities will face disciplinary action, which may result in criminal proceedings.

Non-compliance with these conditions may result in disciplinary action without further notice.

Students must use their Macquarie University email addresses to communicate with staff as it is University policy that the University issued email account is used for official University communication.
<table>
<thead>
<tr>
<th>Week</th>
<th>Date of Lecture</th>
<th>Lecture Topics</th>
<th>Chapter/Readings</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Wed 3 &amp; Friday 5 August</td>
<td>Introduction to the Unit &amp; to Marketing</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Wed 10 &amp; Friday 12 August</td>
<td>Defining Social Marketing</td>
<td>1</td>
</tr>
<tr>
<td>3</td>
<td>Wed 17 &amp; Friday 19 August</td>
<td>Strategic Marketing Process &amp; Discovering Keys to Success</td>
<td>2 &amp; 3</td>
</tr>
<tr>
<td>4</td>
<td>Wed 24 &amp; Friday 26 August</td>
<td>Market Research Needs</td>
<td>4 &amp; 5</td>
</tr>
<tr>
<td>5</td>
<td>Wed 31 Aug &amp; Friday 2 September</td>
<td>Target Markets Goals and Objectives</td>
<td>6 &amp; 7</td>
</tr>
<tr>
<td>6</td>
<td>Wed 7 &amp; Friday 9 September</td>
<td>Target Markets and the Competition</td>
<td>8</td>
</tr>
<tr>
<td>7</td>
<td>Wed 7 &amp; Friday 9 September</td>
<td>Positioning</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Monday 19 Sept to Tuesday 4 October</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><em>(Monday 3 October – Public Holiday)</em></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Mid Semester Break</strong></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Wed 5 &amp; Friday 7 October</td>
<td>Product Platform</td>
<td>10</td>
</tr>
<tr>
<td>9</td>
<td>Wed 12 &amp; Friday 14 October</td>
<td>Pricing: Monetary and non-Monetary</td>
<td>11</td>
</tr>
<tr>
<td>10</td>
<td>Wed 19 &amp; Friday 21 October</td>
<td>Distribution and Accessibility</td>
<td>12</td>
</tr>
<tr>
<td>11</td>
<td>Wed 26 &amp; Friday 28 October</td>
<td>Promotion</td>
<td>13 &amp; 14</td>
</tr>
<tr>
<td>12</td>
<td>Wed 2 &amp; Friday 4 November</td>
<td>Managing Social Marketing Programmes</td>
<td>15, 16 &amp; 17</td>
</tr>
<tr>
<td>13</td>
<td>Wed 9 &amp; Friday 11 November</td>
<td>REVISION AND EXAM HINTS</td>
<td></td>
</tr>
<tr>
<td>Weeks</td>
<td>Tutorial Topic</td>
<td>Assigned Tutorial Topics to be completed in Groups</td>
<td></td>
</tr>
<tr>
<td>-------</td>
<td>---------------</td>
<td>---------------------------------------------------</td>
<td></td>
</tr>
</tbody>
</table>
| 2 & 3 | Teaching Administration and Group Work Issues | - Finalisation of Group Formation  
- Allocation of Topics for Group Work  
- Briefing on Tutorial Topics and assessment requirements. |
| 4 & 5 | Guidance on formats and referencing for Individual and Group Assignments. | - Discuss correct referencing and writing techniques.  
- Review topic selections and tutors give guidance on the wisest approaches to these topics.  
- Guidance on research.  
- Confirm group membership stability, communication and workload sharing.....  
  - NO PASSENGERS,  
  - NO “DISAPPEARANCES” in your teams!!! |
| 6 & 7 | Defining Social Marketing  
Strategic Marketing Process  
Discovering Keys to Success | **TOPIC 1**  
There are a few important differences between SOCIAL & COMMERCIAL SECTOR MARKETING.  

A. Explain the significant factors that make social marketing different.  
B. Find examples of 6 social marketing advertisements (print, TV, radio or magazine, websites) and demonstrate these differences in practice.  

**TOPIC 2**  
There are 15 principles to success of a social marketing campaign. Revise these as you apply them to a successful social marketing campaign that addresses SPEEDING (AND SAFE DRIVING) in Australia. |
| Topic 3 | Using the case at the end of Ch 6: “Encouraging African American Women to “Take Charge”. Take the Test”, explain the campaign’s segmentation process used.  
B. Identify AIDS awareness campaigns that have been conducted in Australia. How was the market segmented? |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Topic 4</td>
<td>Australia has a high incidence of SKIN CANCER. Investigate skin cancer campaigns that have been implemented in Australia over the last 3 decades.</td>
</tr>
</tbody>
</table>
| Topic 5 | There are 5 types of positioning:
- behaviour based
- barrier focused
- benefit focused
- competition focused
- re-positioning focused.  
Your task is to find Australian examples of social marketing campaigns that represent each one of these positionings. Include the advertisement/s, their success, and the ethical issues that needed to be considered when implementing each positioning. You can also include any other interesting information that is useful. |
<p>| Topic 6 | There are many that apply social marketing theories and practices. Identify 5 Australian ENVIRONMENTAL campaigns that have been successfully implemented by not for profit and/or public sector organisations. Describe each one in terms of product levels (i.e. core product, actual product, augmented product). In addition indicate the success of these campaigns and any other interesting information about the product strategy. |</p>
<table>
<thead>
<tr>
<th>Topic</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOPIC 7</td>
<td>Find examples of 6 social marketing advertisements (print, TV, radio or magazine, websites) and evaluate them in terms of the: message, target audience, communication objectives, positioning statement, benefits to promise, 4 P’s and openings (refer to pp. 269-270 in textbook). In your analysis of each advertisement, you should refer to the theories of promotion discussed in Chapter 13. Ensure that you comment on the impact of each advertisement.</td>
</tr>
<tr>
<td>TOPIC 8</td>
<td>Ethical Marketing: Are marketers to blame for fat kids? Explore this topic and report the pros and cons to the class.</td>
</tr>
</tbody>
</table>